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Advertising Age

50 YEARS 1930-1980

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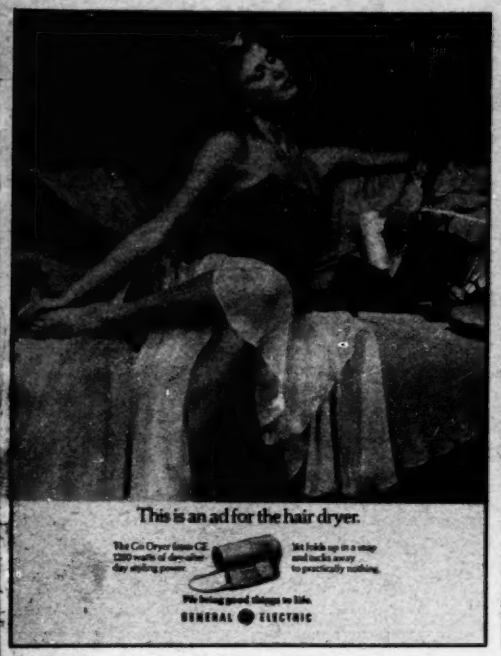

Gee! No, GE's new hair dryers

General Electric takes a page from cosmetics and fragrance marketers in giving new ads for its Go Dryer the gauzy, unfocused look of high fashion. The campaign, to begin next fall, will run in 15 shelter and fashion magazines. BBDO is the agency. (*See story on Page 4.*)

A-B forging Europe links for its brews

By ELSPETH DURIE and JACQUES NEHER

LONDON—Anheuser-Busch, making good on its stated objective to expand beyond U.S. borders, has gotten its foot in the door in Canada and now is making a variety of moves in Europe, which could bring Budweiser and Michelob to the Old World in the near future.

▪ The St. Louis-based brewer, which signed a deal with Labatt Brewing Co. last month to brew Budweiser and import Michelob in Canada (AA, June 23), recently completed a preliminary survey of the Swiss beer market, through D'Arcy-MacManus & Masius in Zurich, a branch of A-B's U.S. agency. In addition, the world's largest brewer currently is negotiating with Oetker Breweries in West Germany and Societe Europeenne des Brasseries in France, a sister to the company which brews Kronenbourg.

Ironically, A-B reached its first foreign distribution agreement in the United Kingdom last year with Allied Breweries, which was to have helped the company spearhead its European invasion. But that effort has been stymied by legal difficulties over the Budweiser trademark.

▪ When the Czechoslovakian Budweiser Budvar Brewery got wind of Allied's intentions to import A-B's Budweiser into the U.K., it sued to prevent usurpation of its trademark in Britain (AA, Oct. 8). A-B originally acquired rights 69 years ago from Budweiser Budvar

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DC-10 worldwide effort selling safety or planes?

By JOSH LEVINE

NEW YORK—The deployment of a worldwide corporate ad campaign for the McDonnell Douglas DC-10, when memories of the plane's painful history are fast receding, has left observers wondering whether the international audience is expected to fly the plane or buy it.

To go by current speculation, the latter is at least as important as the former, though a selling effort behind a DC-10 and future MD offerings would hardly require the multi-million-dollar scope McDonnell Douglas envisions.

Airlines that utilize the DC-10 report little vestige of the passenger skittishness that surfaced last summer when an American Airlines DC-10 lost an engine over Chicago and crashed, claiming 273 lives.

Sales of the plane could be healthier, but the clouded economic climate has rained on the industry, not just McDonnell Douglas.

"The only thing this campaign is going to do is recall that tragic incident in the passenger's mind," said one airline industry analyst. "It's an enigma why the campaign should emerge now, when the Chicago crash is a distant, faded memory."

According to an analyst at A.G. Edwards, a St. Louis securities firm, McDonnell Douglas' DC-10 backlog (the difference between orders and deliveries) has dwindled from 112 at the end of the second quarter of 1979 to 77 at the end of the first quarter of 1980. That indicates to the firm that deliveries on past orders are outpacing new orders for the $50,000,000 plane.

McDonnell Douglas' first-quarter report for 1980 listed sales and orders of 387 planes. The goal of 400 planes is widely circulated as a break-even figure.

In addition to new planes, how-

(*Continued on Page 84*)

last minute news

McNeil Labs gives new cold remedy to Y&R

FT. WASHINGTON, PA.—Johnson & Johnson's McNeil Laboratories has quietly assigned a new cold remedy to Young & Rubicam. Slated to go into test in October, the undisclosed brand is expected to compete with Bristol-Myers' successful Comtrex cold tablets and capsules, introduced last year with a budget of more than $12,000,000.

Bic Roller pen set for debut via tv blitz

MILFORD, CONN.—Bic Pen Corp. this week is expected to introduce Bic Roller pen, supported by a multi-million-dollar tv campaign via WRG, New York. The rolling ball unit, said to be similar to Gillette's Quicksilver, is touted in tv spots in Canadian markets as "the first pen that writes so smooth it lets you go with the flow."

Ex-president Marquis sues Hoefer shop

SAN FRANCISCO—Harold H. Marquis Jr., former president of Hoefer, Dieterich + Brown, now Chiat/Day/Hoefer, has filed a $2,800,000 breach of contract suit against the agency and also seeks damages for "emo-

(*Continued on Page 8*)

Ford world car taking multiple routes

By RALPH GRAY

DEARBORN, MICH.—Ford's best marketing vehicle for its Escort world car has to be big enough to hold a number of approaches.

The car—set for fall introduction—is basically the same from nation to nation, but the buyers aren't. Ford also has different marketing problems in North America from those in Europe. And in the U.S., Ford has two Escorts—one the Mercury Lynx—and they will be handled differently.

Both Escort and Lynx are more than bright, shiny new cars to Ford Motor Co., said Ben E. Bidwell, vp-car and truck group, North American Automotive Operations.

"You could make a case that in its own way, Escort-Lynx is almost as important to Ford as the K-car is to Chrysler Corp.," Mr. Bidwell said.

"This isn't like Mustang—breaking sales records. It's bigger than that. This is proof and evidence that Ford is in the 20th Century and is fully competitive with, and, we believe on total, ahead of its competition's technology," he said.

▪ A corporate campaign breaking Aug. 3 is designed "to sell Ford as opposed to a car. I think Ford needs to be sold," Mr. Bidwell added. "We've lost some market share [in the U.S.] and have been losing some money. We've gone through a lot of publicity [Pinto, transmissions]."

Ford's overseas marketing strategy for the world car is not only different but perhaps a little easier. "Escort is well-known and a fairly cherished name over there" in Europe, said John E. Peters, vice-chairman of J. Walter Thompson USA, who is coordinating things.

"Its position is completely different," Mr. Peters explained. "Escort [both new and old models] actually is a fairly big car in some European markets."

Europeans aren't especially impressed by the fact that Escort is a world car, either, he said. "It's not as important." The U.S. Escort-Lynx will lean heavily on world car engineering—also an effort to help Ford's corporate image. In Europe, its engineering expertise is to be spotlighted. "The engineering flow is likely to come from Germany as any other country in Europe," Mr. Peters said.

▪ "It's a different orientation," he added. "Ford has a leadership position in some markets. We had a very good small car introduction with the Fiesta."

The emphasis in Europe won't be on fuel economy—that's almost taken for granted. "We're developing our final advertising approach [ads and introduction there in September], and we have to stress that Escort is totally new," Mr. Peters said. "We have to tell the front-wheel-drive story along with ride and comfort. There will be heavy

(*Continued on Page 81*)

AA MAR81
DC2001ACONGLIHAGNR 02115920013
R HAGERMAN SECY TO SR VP
CONGRESSIONAL INFO SERVICE
7101 WISCONSIN AVE
WASHINGTON DC 20014

Silverman's renewal seen as Pfeiffer axed

By COLBY COATES

NEW YORK—Sometime within the next few days, RCA Corp. is expected to renew NBC president Fred Silverman's contract for a "standard" three years. Sources describe the renegotiation as "quid pro quo" for last week's ouster of NBC chairman Jane Cahill Pfeiffer.

Talks about renewing Mr. Silverman's contract began last fall. During those negotiations, RCA chairman Edgar Griffiths, the man who had to sell Mr. Silverman on the idea of hiring Mrs. Pfeiffer, "made a run at her," sources said. At that point apparently, Mrs. Pfeiffer had so alienated herself from NBC and parent RCA management that her only supporter was Mr. Silverman.

▪ With Mrs. Pfeiffer's resignation secured, speculation is mounting as to her successor. NBC vice-chairman Richard Salant has been ruled out on the grounds that he is a Pfeiffer ally. NBC Television president Irwin Segelstein is by most accounts the logical successor, since his administrative background in broadcasting is as broad based as anyone around.

Yet sources see RCA as reluctant to go within NBC, though it's said that if the post is filled (and knowledgeable sources see that as a big if), the prime prerequisite will be to find someone with a broadcast background. One candidate high on a number of observers' lists is Post-Newsweek Stations president Joel Chaseman.

Another is the recently deposed president of CBS, John Backe. Sources at NBC have confirmed that Mr. Backe's name has been mentioned, though it's unclear how he would be brought on board and whether he would report to Mr. Silverman. Moreover, his contract with CBS may prevent him from working for another broadcast operation for a period of time.

A spokesman for CBS, after first indicating Mr. Backe probably could take a job with NBC, later retracted that, refusing to discuss just what the contract does allow. "The only way we'll know if he can take the job is if he takes it," CBS said.

▪ Those familiar with the Pfeiffer contretemps said the NBC chairman was only on the job three months before RCA execs openly labeled her "a disaster." Even though the NBC chairman "had very little to do with NBC's success or failure," her "paranoia" and inability to prove "she would ever be able to learn anything about broadcasting" set RCA management against her.

Sources described Mrs. Pfeiffer as "the outsider critic," and talked of how "she never showed an inclination to get into the organization." But while most other execs were disenchanted, Mr. Silverman was "giving her great latitude" as the two forged an "us and them" alliance.

That alliance was doomed, however, as RCA execs tallied a list of all that they found wrong with Mrs. Pfeiffer. Among her alleged faults: She mishandled the unit managers scandal; took too many trips with her husband, a high ranking IBM exec, and failed to exhibit managerial skill.

"RCA's mistake was not looking more carefully at her role at IBM," said one exec. "Yes, she had enormous power there, but it was generally in nonmanagement roles. In reality, she was a gatekeeper to the IBM executive committee. To see them you had to see Jane, but it was all on a one-on-one level."

Although RCA backed off on its attempt to dump Mrs. Pfeiffer last

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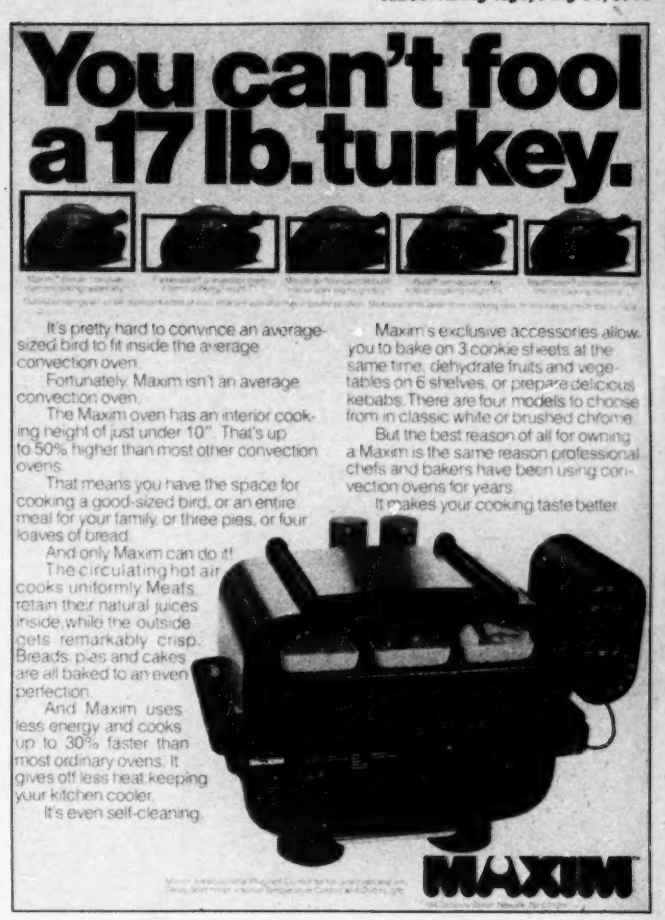
You can't fool a 17 lb. turkey.
It's pretty hard to convince an average-sized bird to fit inside the average convection oven.
Fortunately, Maxim isn't an average convection oven.
The Maxim oven has an interior cooking height of just under 10". That's up to 50% higher than most other convection ovens.
That means you have the space for cooking a good-sized bird, or an entire meal for your family, or three pies, or four loaves of bread.
And only Maxim can do it!
The circulating hot air cooks uniformly. Meats retain their natural juices inside, while the outside gets remarkably crisp. Breads, pies and cakes are all baked to an even perfection.
And Maxim uses less energy and cooks up to 30% faster than most ordinary ovens. It gives off less heat, keeping your kitchen cooler.
It's even self-cleaning.
Maxim's exclusive accessories allow you to bake on 3 cookie sheets at the same time, dehydrate fruits and vegetables on 6 shelves, or prepare delicious kebabs. There are four models to choose from in classic white or brushed chrome.
But the best reason of all for owning a Maxim is the same reason professional chefs and bakers have been using convection ovens for years.
It makes your cooking taste better.
MAXIM

Turkey meets its Maxim

Only the Maxim convection oven can cook an average-size bird, ad by David Deutsch Associates, New York, notes. Illustration shows how a 17-lb. turkey fits into a Maxim oven (right), on Farberware, Moulin-air, Rival and Toastmaster ovens. Ad begins in August issues of *Better Homes & Gardens, Bon Appetit, Cuisine, Gourmet, Prime Time, Southern Living, Sunset, Weight Watchers.*

'Parade' to offer localized versions

By LEAH ROZEN

NEW YORK—*Parade* magazine president Carlo Vittorini has seen the future and he says it is in Chicago—more specifically, a "pilot project" with the *Chicago Sun-Times* that will allow *Parade* to expand its national format to include local pages.

This happens for the first time Sept. 14, when the *Sun-Times* will drop its own Sunday rotogravure magazine, *ChicagoStyle*, and replace it with an issue of *Parade* that carries the regular *Parade* stories and ads, plus *Sun-Times*-provided editorial and ad copy.

Mr. Vittorini sees the *Sun-Times-Parade* project as one of the keys to *Parade's* growth in coming years. Parade Publications is discussing the national-local *Parade* format with several other unnamed papers and hopes to have a "handful" of them participating in the project within the next three or four months. If these papers do well, *Parade* will offer the option to its subscribing papers and new customers next spring.

"For any market with a circulation of a quarter-million or more, we can actually create an edition that is personal to that market," Mr. Vittorini said.

Not that *Parade* isn't doing well now, Mr. Vittorini and publisher Warren J. Reynolds hastened to add in an interview last week. The weekly newspaper supplement just celebrated its 39th birthday. If anyone had tried to put a candle on the cake for every newspaper distributing *Parade*, it would have taken 130. Total circulation is about 22,000,000.

Here's how the national-local *Parade* will work: The cooperating newspaper's advertising sales staff sells local retailers and other advertisers on using *Parade*, while *Parade's* own advertising staff is selling to national advertisers.

Then, 44 days prior to issue date, the newspaper tells *Parade* how many local ad pages it will provide to the magazine. Within 30 days of the issue date, local ad copy is

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highlights

Monday, July 14, 1980

Colgate-Palmolive gets a boost as Fluorigard receives the seal of acceptance from the ADA's Council on Dental Therapeutics. *See Page 4.*

CCN and ESPN revise their policies to try to keep cable operators from charging extra for their advertiser-supported programming. *See Page 6.*

RCA names Dancer Fitzgerald Sample to handle advertising of its SelectaVision disc software in 1981. *See Page 10.*

Keith Reinhard didn't hand over his creative hold when he took the reins of Needham, Harper & Steers' Chicago office. *See Page 12.*

Tired of door-to-door encyclopedia salesmen? Arete Publishing Co. hopes so because it's going to market its 21-volume set at retail instead. *See Page 14.*

Tv magazine programs are being readied by CBS and ABC-owned stations, and cable may get into them, too. *See Page 24.*

The British are coming—or at least $2,350,000 in U.K. advertising will arrive in the U.S. in an attempt to lure Americans to London to boost the sagging tourist industry. *See Page 28.*

C&W maps out growth objectives. *See Page 42.*

Eric Heiden's first major endorsement could be for Kellogg's, while the hockey team is due in Kirin beer advertising. *See Page 44.*

A behind-the-scenes glimpse is offered on how General Foods went about choosing its fifth agency. *See Page 45.*

Harry Wayne McMahan takes a look at the use of stars, celebrities and continuing central characters in tv commercials. *See Page 50.*

Morton B. Elliot offers suggestions on treating sales training as a promotion and marketing technique. *See Page 56.*

Companies that suffer financial loss due to the Australian government's trade ban against the Soviet Union and Iran will be able to claim compensation under guidelines released recently. *See Page 58.*

Daiei, Japan's largest supermarket chain and retail operation, will merge with the financially ailing Yoshinoya Co., a string of fast-food restaurants whose stateside operations include seven Denver and 13 Los Angeles restaurants under the Beef Bowl name. *See Page 60.*

Planning its Christmas shopping early, Levi Strauss & Co. is setting some of its ad budget from Olympics aside for the holidays. *See Page 69.*

Marketing an "animate product"—the political candidate—will be examined at ADVERTISING AGE Week. *See Page 78.*

Taft Broadcasting assigns its Worldvision Enterprises unit the task of distributing its programming for the home video marketplace. *See Page 85.*

London's Observer is having severe labor pains as Fleet Street is plagued by more woes. *See Page 86.*

Public tv's new magazine, *Dial*, was branded as "unfair competition" by *Washingtonian* magazine's publisher, who vowed a series of legal challenges on behalf of concerned for-profit magazines. *See Page 86.*

Section 2

The military market is complex and quite different from any other. Filtered through government agencies and congressional regulation, policy and procedures can confuse uninitiated marketers. Yet, success can represent as much as 5% in a company's total sales. This week's Section 2 covers the basics—from marketing helicopters to hot sauce—beginning opposite Page 44.

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Judge will end Yellow Pages case

By JENNIFER PENDLETON and JACQUES NEHER

LOS ANGELES—U.S. district court Judge Francis Whelan has announced his intention to grant motions for dismissal of the long-smouldering lawsuit by the defunct Selten Agency, claiming phone company conspiracy to drive it out of business.

It is not yet clear, however, how far reaching the judge's upcoming action will be and whether it will amount to a major turning point in the case which is one of several that raise the question of whether the National Yellow Pages Service Assn. and its members illegally monopolize Yellow Pages ad sales.

A supporting opinion concerning Selten vs. Pacific Telephone & Telegraph and others has not yet been filed in federal district court, but the judge's intention to grant a directed verdict has been revealed to the parties in the case.

A jury earlier this year was unable to reach a verdict in Selten's antitrust case after almost 10 weeks of testimony, and Judge Whelan declared it a mistrial (AA,

(Continued on Page 84)

Estimates of '79 advertising to sales and advertising to gross profit margin by industry

A fourth annual study of advertising and promotion expenditures of U.S. corporations and industry has been completed by Schonfeld & Associates, Inc., a Chicago-based consulting company.

The study forecasts advertising and promotion expenditures of more than 2,500 individual companies in 179 industry sectors. Ratios of A&P to net sales and A&P to gross margin (sales minus cost of goods sold) are also calculated.

The accompanying table from the study contains average 1979 industry ratios which are commonly used for ad budgeting. However, Schonfeld & Associates cautions that within many of the industry sectors, individual companies may spend siginificantly more or less than the average shown.

The raw data for the study were compiled from 10-K Reports filed by publicly owned companies with the Securities & Exchange Commission. Therefore, advertising and promotion expenditures include media and nonmedia spending such as collateral literature, production, etc. For this reason, SAI figures are often substantially larger than figures from media auditing services.

While data for the study were compiled from published financial statements rather than surveys, cautious interpretation is required for several reasons. First, companies may vary in what they include under advertising and promotion expenditures. Second, many large companies are in several fields, yet are listed in only their primary industry sector. Distortion may result because a large subsidiary may not be included in the industry in which it competes. Third, a few large companies are privately held and their figures are not included.

The basic methodology of the Schonfeld study was to fit a six-year nonlinear time trend to each company's advertising expenditures for 1974 through 1979, and transformation of fiscal year data to calendar year data. Besides ratios, the study forecasts 1980 and 1981 expenditures for each company, including their growth rates, a measure of A&P spending stability, and SAI's rating of A&P effectiveness.

A copy of the 420 page study is available for $250 from Schonfeld & Associates.

INDUSTRY	SIC	A&P AS % Sales 1979	A&P AS % Margin 1979
Agriculture production-crops	100	2.2	5.4
Agriculture produc-livestock	200	.6	1.6
Metal mining	1000	.1	.2
Copper ores	1020	.2	1.0
Lead & zinc ores	1030	.0	.1
Gold ores	1040	0.0	0.0
Coal & lignite mining	1210	.0	.1
Crude petroleum & natural gas	1310	.2	.3
Drilling oil & gas wells	1380	.2	.6
Misc nonmetallic minerals	1490	N/A	N/A
General building contractors	1520	1.1	5.1
Operative builders	1530	2.7	9.0
Construction-not bldg constr	1600	.2	1.2
Construction-spl contractors	1700	1.5	2.0
Food & kindred products	2000	3.5	11.3
Meat products	2010	1.2	9.5
Dairy products	2020	4.1	22.2
Canned-preserved fruits-vegs	2030	2.0	8.5
Flour & other grain mill pds	2040	2.0	10.4
Bakery products	2050	1.5	3.8
Cane sugar refining	2060	2.4	5.8
Fats & oils	2070	.2	3.1
Alcoholic bev & soft drinks	2080	5.4	15.8
Food preparations NEC	2090	1.0	2.8
Cigarets	2110	6.6	15.7
Cigars	2120	2.2	4.7
Textile mill products	2200	.6	2.9
Floor covering mills	2270	2.0	4.3
Apparel & other finished pds	2300	1.8	6.6
Lumber & wood products	2400	.8	3.4
Wood buildings-mobile homes	2450	1.0	4.9
Household furniture	2510	1.6	8.7
Office furniture	2520	.9	3.2
Paper & allied products	2600	.8	2.5
Convert paper-paperbd pd NEC	2640	2.0	5.6
Paperboard containers-boxes	2650	.4	1.2
Printing publishing & allied	2700	3.0	5.0
Newspapers publishing-print	2710	2.0	11.6
Periodicals publishing-print	2720	3.5	14.7
Books publishing & printing	2730	4.9	9.4
Commercial printing	2750	1.0	3.0
Manifold business forms	2760	.5	1.3
Greeting card publishing	2770	1.7	3.0
Service indus for print trde	2790	.0	.0
Chemicals & allied prods	2800	2.6	6.2
Indl inorganic chemicals	2810	2.2	5.4
Plastic matr & synthic resin	2820	.2	.5
Drugs	2830	5.6	11.7
Soap & detergent & cosmetics	2840	10.2	18.5
Paints-varnishes-lacquers	2850	1.7	5.3
Industrial organic chemicals	2860	.6	2.8
Agriculture chemicals	2870	1.2	2.2
Misc chemical products	2890	2.8	6.7
Petroleum refining	2910	.7	2.9
Paving & roofing materials	2950	1.3	5.1
Rubber & misc plastic prods	3000	1.1	5.0
Fabricated rubber prods nec	3060	.4	2.3
Misc plastic products	3070	3.7	4.1
Footwear except rubber	3140	2.3	7.1
Leather goods NEC	3190	1.9	4.3
Flat glass	3210	.3	1.0
Glass containers	3220	4.0	11.3
Cement hydraulic	3240	.1	.3
Structural clay products	3250	.6	1.6
Pottery products NEC	3260	1.9	5.8
Concrete gypsum & plaster	3270	.9	4.9
Abrasive asbestos & misc min	3290	.5	2.0
Blast furnaces & steel works	3310	.2	1.3
Iron & steel foundries	3320	N/A	N/A
Prim smelt-refin nonfer mtl	3330	.1	1.3
Second smelt-refin nonfer mt	3340	.2	.8
Rolling & draw nonfer metal	3350	.5	2.4
Misc primary metal products	3390	.4	1.7
Metal cans & shipping cont	3410	2.1	8.6
Hardware NEC	3420	1.6	4.5
Heating equip & plumbing fix	3430	2.4	10.0
Misc metal work	3440	1.4	4.3
Bolts-nuts-screws-riv-washrs	3450	.5	1.4
Ordnance & accessories	3480	2.9	10.9
Valves pipe fittings ex bras	3490	.9	2.9
Engines & turbines	3510	.9	2.9
Farm-garden machinery & eqp	3520	2.2	12.3
Construction machinery & eqp	3530	.9	3.9
Metalworking machinery & eqp	3540	1.2	3.4
Special industry machinery	3550	1.6	4.2
General industrial mach & eq	3560	1.1	3.3
Office computing & acctg mch	3570	1.2	2.6
Refrig & service ind machine	3580	1.7	9.6
Elec & electr mach eq & supp	3600	1.5	6.5
Elec transmission & distr eq	3610	1.0	3.3
Industrial controls	3620	.9	2.3
Household appliances	3630	5.5	17.7
Electric lighting-wiring eqp	3640	1.7	4.2
Radio-tv receiving sets	3650	5.7	16.4
Tele & telegraph apparatus	3660	1.9	5.6
Electronic components & acce	3670	1.1	3.2
Electrical machy & eqp NEC	3690	2.9	12.0
Motor vehicles & car bodies	3710	1.3	9.3
Aircraft & parts	3720	.7	4.0
Ship-boat building repairing	3730	2.0	11.5
Railroad equipment	3740	.2	.7
Motorcycles bicycles & parts	3750	1.3	9.0
Guided missiles & space vehc	3760	.1	.5
Travel trailers & campers	3790	1.0	10.9
Engr lab & research equip	3810	1.1	2.8
Measuring & controlling inst	3820	2.0	4.2
Optical instruments & lenses	3830	2.1	4.7
Surg & med instruments & app	3840	1.5	3.5
Photographic equip & suppl	3860	2.2	5.7
Watches clocks & parts	3870	1.6	6.4
Jewelry-precious metals	3910	4.3	9.2
Musical instruments	3930	2.6	7.6
Toys & amusement sport goods	3940	5.3	14.4
Pens-pencil & oth office mat	3950	4.6	11.6
Misc manufacturing	3990	1.8	5.0
Railroads-line haul operating	4010	.5	2.8
Intercity & rural hywy trans	4130	.5	1.8
Trucking-local & long dist	4210	1.1	2.0
Water transportation	4400	.1	.2
Air transportation-certified	4510	1.5	7.2
Pipe lines ex natural gas	4610	N/A	N/A
Transportation services	4700	1.0	6.7
Telephone communication	4810	.1	.2
Radio-tv broadcasters	4830	2.5	4.5
Communication services NEC	4890	1.5	7.8
Natural gas transmission	4920	.2	.9
Water supply	4940	.0	.0
Sanitary services	4950	.2	.6
Steam supply	4960	N/A	N/A
Whsl-autos & parts	5010	1.2	6.0
Whsl-lumber & constr matl	5030	1.0	6.7
Whsl-sporting & recrea goods	5040	2.3	10.7
Whsl-metals & minerals	5050	.5	1.4
Whsl-elec apparatus & equip	5060	1.6	7.5
Whsl-hardwr plum heat equip	5070	1.2	13.7
Whsl-machinery & equipment	5080	1.3	4.9
Whsl-scrap & waste materials	5090	8.3	20.3
Whsl-drugs & proprietary	5120	1.4	3.1
Whsl-groceries & related pds	5140	.6	2.4
Whsl-nondurable goods NEC	5190	.8	3.6
Retail-lumber & bldg matrl	5210	2.2	8.7
Retail-mobile home dealers	5270	1.3	7.2
Retail-department stores	5310	3.0	9.8
Retail-variety stores	5330	2.1	8.0
Retail-grocery stores	5410	1.1	5.2
Retail-auto dlrs & gas statn	5500	1.9	9.3
Retail-apparel & acces stores	5600	2.7	7.0
Retail-womens ready to wear	5620	2.5	7.9
Retail-shoe stores	5660	2.2	5.4
Retail-furniture stores	5710	5.8	15.8
Retail-hshld appliance store	5720	2.9	13.9
Retail-eating places	5810	3.3	15.8
Retail-drug stores	5910	1.7	8.1
Retail-jewelry stores	5940	3.6	12.5
Retail-mail order houses	5960	10.7	24.0
Retail-fuel & ice dealers	5980	N/A	N/A
Retail-stores NEC	5990	2.7	9.6
Savings & loan associations	6120	.7	1.9
Personal credit institutions	6140	2.9	6.8
Business credit institutions	6150	8.5	9.1
Finance-services	6190	3.4	14.1
Security & commodity brokers	6200	1.4	4.9
Insurance agents & brokers	6400	.9	2.0
Real estate	6500	1.4	7.2
Subdivid develop ex cemetery	6550	1.7	7.0
Miscellaneous investing	6790	5.9	15.1
Hotel-motels	7010	3.0	12.9
Serv-personal	7200	3.6	11.4
Serv-linen supply	7210	.6	2.0
Serv-advertising agencies	7310	.2	1.5
Serv-bldg cleang & mainten	7340	.2	1.3
Serv-computer & data process	7370	1.4	5.6
Serv-R&D labs & info service	7390	3.2	9.9
Serv-automotive repair & ser	7500	1.3	3.2
Serv-motion picture prodctn	7810	4.3	18.4
Serv-motion picture theatres	7830	3.1	19.1
Serv-racing incl track oper	7940	3.2	20.8
Serv-misc amusement & recrea	7990	3.9	14.9
Serv-nursing personal care	8050	4.6	7.2
Serv-hospitals	8060	.8	2.4
Serv-educational	8200	5.8	17.6
Serv-engineering & architec	8910	1.2	3.1
Conglomerates	9990	1.2	4.3

Legend:
A&P = Advertising & Promotion
SIC = Standard Industrial Classification
N/A = No data available for this value
NEC = Not Elsewhere Classified
A&P/SALES = A&P EXPENDITURES/NET SALES
A&P GROSS MARGIN = A&P Expenditures (NET SALES-COST OF GOODS SOLD)

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